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The MARKET NEWS SERVICE On FRUITS and VEGETABLES

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U. S. DEPARTMENT OF AGRICULTURE

U. S. DEPARTMENT OF AGRICULTURE
U. S. Agricultural Marketing Service,
FRUIT AND VEGETABLE DIVISION
Washington 25, D. C.
AMS 99 March 1956

UNITED STATES DEPARTMENT OF AGRICULTURE
Terminal Market Field Offices

Market Reports may be obtained from the following terminal market offices by addressing Fruit and Vegetable Market News Service at the address shown.

Atlanta 5, Ga.
50 Seventh Street, N.E.
Room 243

*Baltimore 2, Md.
103 South Gay Street

*Birmingham 3, Ala.
1308 First Avenue, North

Boston 10, Mass.
408 Atlantic Avenue

Chicago 7, Ill.
610 South Canal Street

Cincinnati 2, Ohio
49 Central Avenue
Room 501

Cleveland 15, Ohio
2640 East 37th Street

Dallas 22, Texas
P. O. Box 6306

*Denver 2, Colo.
246 U. S. Custom House
19th & Stout Streets

Detroit 9, Mich.
53 Detroit Union Produce
7201 West Fort Street

*Jackson 6, Miss.
352 Woodrow Wilson Avenue

Kansas City 6, Mo.
317 U. S. Court House
8th & Grand Avenue

*Los Angeles 21, Calif.
300 Wholesale Term. Bldg.
784 South Central Avenue

*Minneapolis 3, Minn.
635 - 2nd Avenue, North

*Montgomery 4, Ala.
409 New Post Office Bldg.

*New Orleans 12, La.
333 St. Charles Street

New York 13, New York
139 Centre Street
Room 609

*Philadelphia 6, Pa.
604-F Custom House
2nd & Chestnut Streets

*Pittsburgh 22, Pa.
501 Victory Bldg.

Portland 5, Oregon
312 U. S. Court House
S. W. Broadway & Main Streets

St. Louis 1, Mo.
942 U. S. Custom House

*San Francisco 11, Calif.
727 U. S. Appraisers Bldg.
630 Sansome Street

*Seattle 4, Wash.
228 Federal Office Bldg.

Washington 25, D. C.
2505 Agriculture South Bldg.
14th & Independence Avenue S.W.

*Indicates Federal-State office operating under cooperative agreement.

For local telephone listings, consult United States Government section of Phone Book.

Shipping Point Field Offices

These shipping point offices operate during the active marketing season--approximate dates shown each year. Reports may be obtained by addressing Federal-State Market News Service at the specific point during the indicated season of operation.

*Bakersfield, Calif. (Yr. round) Fruits & Vegetables

*Belle Glade, Fla. P. O. Box 487 (Nov. 1-May) Vegetables

*Benton Harbor, Mich. P. O. Bldg. (June-Apr.) Fruits & Vegetables

*Caldwell, Idaho (July-Sept.) Potatoes, Prunes

*Charleston, S. C. (May-June) Potatoes, Vegetables

*Foley, Ala. (Apr.-May) Potatoes

*El Centro, Calif. (Nov.-July) Vegetables & Melons

*Fresno, Calif. P. O. Box 1368 (Yr. round) Fruits & Melons

*Hastings, Fla. (Apr.-May) Potatoes

*Idaho Falls, Ida. (Oct.-Apr.) Potatoes

*Lakeland, Fla. P. O. Box 191 (Sept.-June) Citrus

*Leesburg, Fla. (May-June) Watermelons

*Lodi, Calif. (Aug.-Oct.) Grapes

*Macon, Ga. (June-July) Peaches

*Martinsburg, W. Va. (Aug.-Mar.) Peaches, Apples

*Onley, Va. (June-July) Potatoes & Vegetables

*Phoenix, Ariz., 2202 W. McDowell Rd. (Nov.-July) Vegetables & Melons

*Plant City, Fla. (Jan.-May) Berries, Vegetables & Melons

*Pompano Beach, Fla. (Dec.-Mar.) Vegetables

*Presque Isle, Me. (Sept.-May) Potatoes

*Rochester 14, N. Y., 300 Terminal Bldg. (Aug.-May) Fruits & Vegetables

*Salinas, Calif. (Yr. round) Vegetables

*Sanford, Fla. (Jan.-May) Vegetables

*Santa Maria, Calif. (Yr. round) Vegetables

*Southern Pines, N. C. (July) Peaches

*Spartanburg, S. C. (June-July) Peaches

*Stockton, Calif. (Yr. round) Vegetables

*Thomasville, Ga. (June-July) Watermelons

*Washington, N. C. (June) Potatoes

Weslaco, Tex. (Nov.-June) Vegetables

*Yakima, Wash., 235 Liberty Bldg. (Yr. round) Fruits & Vegetables

*Yuma, Ariz. Box 848 (Nov.-July) Vegetables & Melons

THE MARKET NEWS SERVICE ON FRUITS & VEGETABLES

The Fruit and Vegetable Market News Service was established in 1915 to provide all segments of the industry from the grower to the retailer with current unbiased information on supplies, movement, distribution, demand, prices and other factors affecting the marketing of fruits and vegetables. Ready availability of complete information on factors affecting the market goes far in placing all concerned with the production and marketing of perishables on a more nearly equal bargaining basis. Growers, shippers and dealers have information on shipments from the various producing areas, movement into and through the wholesale markets and prices and market conditions in the major markets and competing shipping areas. This market information offers a means whereby the grower or dealer can better distribute his products so as to avoid market gluts and seek out the most favorable market at any given time. It also provides a ready check as to returns on consignments.

The Market News Service is in effect the "eyes and ears" of the fruit and vegetable industry. A trained market reporter on the city market spends several hours each day during the period of active trading on "Produce Row". He observes volume and quality of offerings. He talks to sellers and buyers to obtain the latest information on demand, movement, market trends and detailed prices on the various commodities. Through this close personal contact with all members of the trade and observation of prevailing conditions, he is able to provide unbiased and accurate information on conditions and prices on his market.

In shipping areas the market reporter is in contact throughout the day with shippers, loaders, buyers, growers and others concerned with the marketing of the local crop. He obtains a complete picture on volume of loadings, quality, demand, market trends and prices. He appraises the effects of weather on current crop and market conditions. In the light of this background, the market reporter prepares a concise statement on conditions and prices for his producing area or market. Some producing areas covered by a market report may be relatively small, concentrated districts. Others may represent a State or even parts of several States.

The value and accuracy of market reports are to a very large degree dependent upon the cooperation and reliability of the market reporter's contacts. Over the years the industry has recognized that a complete, accurate market report can be of great value. By the same token an incomplete or inaccurate report may not only be misleading but can at times cause considerable monetary loss. The major part of the industry has been unusually cooperative with the view of keeping market reports as accurate as possible.

DISSEMINATION OF MARKET INFORMATION

Market news is made available to all who have need for it as rapidly as present day means of communication will permit. Mail, telephone, telegraph, newspapers, radio, television and personal contact are all used. Each fills some special need.

Market information is transmitted between various market and shipping point offices by means of the national market news teletype system. This leased wire system now includes over 11,000 miles of wire and connects all offices except a very few seasonal offices, where distance makes use of leased wire facilities uneconomical. This teletype system provides a rapid and nationwide interchange of information.

Mailed reports form the basis of all dissemination from either permanent or seasonal field offices. They are the official records of the market news service. They may be certified upon request by the Secretary of Agriculture for use in courts. Market reports from a permanent city office show in detail market conditions and prices on all commodities sold on the local wholesale market; a record of carlot and truck receipts during the period since the last report; local carlot track holdings for the current morning; a report of carlot shipments of the previous day; a report of consolidated rail and truck receipts in a fairly large group of markets; information from principal shipping areas; and in some cases information from terminal markets. A somewhat similar report is published daily by the seasonal offices. Information on these reports is confined largely to the commodities currently moving from the particular area. Market reports may be obtained by mail, free of charge, by all who need them. For details on location of offices and method of ordering, see address list on this sheet.

Many metropolitan newspapers, especially those with a rural circulation, carry fairly complete market reports on local wholesale prices and conditions as furnished to them by the local market news office. Rural dailies in shipping areas carry information on local crops.

Several hundred radio and television stations carry market news on regularly scheduled broadcasts. Some market news offices are allotted time by these stations for their own programs which are voiced by the market reporter. In other cases, information is prepared by the market reporter but voiced by a station announcer.

Requests from readers or listeners that their local newspapers or radio and TV stations carry some market reports are often instrumental in obtaining such information locally. Newspaper, radio and TV reports are seldom as complete as the official fruit and vegetable market reports but include vital information on commodities of local importance. Information can usually be obtained more rapidly through newspapers or radio and TV than by the mailed market report.

INTERPRETATION OF MARKET REPORTS

Price ranges in general are used in fruit and vegetable market reports. The principal range in most cases covers the high and low prices on stock of generally good merchantable quality and condition. Lots of exceptional quality or poorer than "generally good" are covered by quotations outside the principal range, accompanied with qualifying statements. The narrower price ranges can be kept, the more valuable the quotation. On some markets, products of similar characteristics sell within a very narrow range. On other markets ranges may be very wide. In

using market reports, the reader must recognize the affect of variety, grade, size, quality and condition on price. A poorly graded product cannot be expected to sell as well or at as high prices as well graded, good quality offerings. A close study and recognition of the relationship between quality and price have, in many cases, resulted in improving grading and packing practices.

MARKET TERMINOLOGY

"MARKET" represents the correlation of opinions of buyers and sellers which result in sales. "Market" phrases are used in market reports to show comparisons of current conditions with those which prevailed the previous day or are expected to prevail the following day, or both. Comparison of price levels, past, present and future determines the market tone. The actual price level is not a criterion of market tone. For example, a commodity which would normally sell at $3.00 per unit, might show a weaker market with a prevailing price of $6.00 or a stronger market with a prevailing price of $1.00 depending on whether present prices are moving up or down. Price changes which are due to differences in quality or condition are not interpreted as changes in market trends. On fruit and vegetable market reports "market" phrases are used in the following sense:

"Market Stronger" represents a condition of actual and general price advances.

"Market Strong" indicates an upward trend with a bullish sentiment that anticipates further advances.

"Market Firm" indicates a condition of increasing confidence on the part of most sellers. Prices are either holding at the level of the day before or are a shade higher.

"Market Steady" represents a condition of no appreciable price changes or trends in either direction and no definite sentiment that any immediate market changes are in prospect.

"Market Dull" represents a period of relative market inactivity but no definite tendency toward market changes.

"Market Unsettled" indicates a condition of market uncertainty with a lack of agreement on the part of the trade as to whether there is a stronger or weaker tendency to the market. It may also represent a waiting attitude pending the development or outcome of factors which might affect the market, such as storm damage, labor troubles, etc.

"Market Weaker" represents actual and general price declines.

"Market Weak" shows a downward trend, with a market sentiment that anticipates lower prices.

"Market Demoralized" is used only in unusual cases. It describes a condition wherein the market is oversupplied and sales cannot be made except at very low prices.

The above market phrases may be qualified as to degree by terms such as "slightly stronger", "slightly weaker", "about steady", "barely steady", "very dull", etc.

"DEMAND" as used in market reports represents the desire for a commodity, coupled with the ability and willingness to pay for it, that is, the effective de-

mand--the demand which results in trading at prevailing market prices.

"QUALITY" as used in market reports refers to color, shape, texture, cleanness, freedom from defects and the other more permanent physical properties of a product which affect its market value.

"CONDITION" includes stage of maturity, decay, freezing injury, shriveling, flabbiness or any other factors which may change with time, especially after harvest.

The following definitions of quality and condition terms are used in market reports.

"Good". In general stock which has a high degree of merchantability and a small percentage of defects.

"Fine". Better than good. Superior in appearance, color and other quality factors.

"Fair". Having a somewhat higher percentage of defects than good or a condition which warrants a price reduction as compared to good.

"Ordinary". A fairly high percentage of defects or a heavy degree of off-condition.

"Poor". Having such a heavy percentage of defects or so badly off condition as to be saleable only to low priced trade.

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WASHINGTON 25, D. C.

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